

Claims

[c1] What I claim as my invention is the ability to search for brand name companies" URL addresses exclusively within the Internet and interactive television environments. In other words, the users expectation of finding a specific company"s URL in one or two clicks without the need to read a list of returned options can be realized. The URL is found by either inputting what is or is thought to be the correct spelling of a company"s name and/or a specific product line. The only URL"s returned to the user are those of the brand name company or companies in the case of a product line search. Links to sites other than the brand company site being searched (i.e., a publishing or media web site like msnbc.com or time.com) with information about that company or similar companies is not a part of this claim.

[c2] This patent should cover any online application that promises to deliver company URL addresses as the first and primary piece of information that is returned to a search user. The user"s goal and expectation are ultimately to get to a brand name company"s homepage or a substitute portal or jump page as determined by the brand name company swiftly and in a seamless manner as possible.

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